



CELEBRATING
55 YEARS

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Register for the SIOR National Convention April 30th to May 1st

April 08, 2009 - Spotlights

This spring's SIOR National Conference is being held April 30th - May 2nd at the Manchester Grand Hyatt in San Diego. The keynote opening speaker on April 30th will be Robert Kriegel, Phd, who U.S. News and World Report calls one of this country's leading authorities in the field of change and human performance. He also a N.Y. Times best selling author and a commentator on NPR's Marketplace Program. Dr. Kriegel's customized program will entertain you, inform you and inspire you.

On Friday, May 1st the Pro Logis Speaker Series is presenting The Adventure of Change with speaker Jeff Salz, Phd., a cultural anthropologist, explorer and mountaineer. He is a recognized expert in the field of cultural anthropology and has traveled to most corners of the planet seeking the answers to life's biggest questions. During this presentation, Salz will reveal his Six Steps to the Top - the lessons learned in over 30 years of exploration and expeditions leadership. He gives audiences the tools they need to be adventurous in their work and life using stirring tales drawn from the legends, myths and personal lives of the people he encountered in remote regions around the world. His passion for learning that led him to study the folklore, legends and myths of individuals and civilizations, grant him a comprehensive perspective into the secrets of the rise and fall of cultures world-wide. A well known television personality, audiences recognize Salz as the CBS television "adventure expert" and host of specials on the Travel Channel and Discovery HD Theater.

The General Session on Saturday, May 2nd will feature Todd Buchholz, the former White House director of economic policy and CNBC regular. The program is entitled The Economy in the Age of Obama. He will take you on a tour of Washington power centers, showing you how the Obama White House will reshape the economy, Wall Street and your business. Topics covered will include: Who is pushing the buttons on economic policy and industry regulation? How will the 2008 elections shake up the tax code and international trade? Will the disastrous markets of 2008 create backlash against trade and investment? Will new environmental policies invigorate or cripple the business climate? Will Fed chair Ben Bernanke work in hand or at odds with the new administration? Buchholz will give you behind-the-scenes insights of the election and help you figure out whether the shenanigans in Washington will make life easier or tougher for your company and business.

Other programs will include concurrent educational sessions on Investment Property Marketplace; Mexico Nearshoring; Connecting the Dots in Networking; Brokerage Management; Land; Tenant Representation and Achieving Favorable Lease Operating Expense; Corporate Services and Sustainability as a Cost Cutting Tool; Distribution and Logistics; Investment Capital Stack and What It Will Look Like in the Next Year; Business Development; Real Estate Transactions Impact on Corporate Financial Statements as an Adapted CoreNet MCR Program; How I Killed a Deal,

Protected My Client and Collected a \$469,000 Commission; Developing Business in a Challenging Economy; Working with Brokers in Asia; and Using Your Database to Make Money and Save Time. Optional Events include: Behind the Scenes at SeaWorld, Golfing a Torrey Pines, Fun Shoot, San Diego Zoo's Wild Animal Park, Golf Tournament at Riverwalk, Exploring Coronado, Beach Volleyball; an Afternoon in La Jolla and a Taste of California Wine Country-Temecula. We hope to see you in San Diego and you can register at www.sior.com.

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